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LOOKING FORWARD - Part I

Broadcast by Reuben Brigham, Gertrude Warren, C. E. Potter, Ray A. Turner, Madge J. Reese, of the Federal Extension Service, and Wallace L. Kadderly, Radio Service, Saturday, November 5, 1938, in the 4-H Club program, National Farm and Home Hour, by 99 stations associated with the National Broadcasting Company.

KADDERLY:

Mr. Ronney has said that this part -- part one of the 4-H Achievement Day program -- is to be a summary of 4-H progress -- a "national" summary. It's a summary that will be given by a group of Federal leaders in 4-H club work -- Miss Gertrude L. Warren; C. E. Potter; Miss Madge J. Reese; R. A. Turner. What they have to say is in the nature of a preface to the more detailed stories of accomplishment and achievement in your own state.

Reuben Brigham, the assistant director of the Extension Service of the U. S. Department of Agriculture will preside over this reporting session.

Four-H club members, leaders, friends -- Reuben Brigham:

BRIGHAM:

Good morning! And good afternoon to the easterners in this nation-wide audience.

This is an occasion for acknowledging good work well done -- for casting up some of the totals of accomplishment -- an occasion to back off a little bit and take a good square look at what has been done. I suppose we think first of ----

WARREN:

Membership figures.

BRIGHAM:

Miss Warren, you are not boasting about size, are you?

WARREN:

Oh, no, Mr. Brigham -- although I do think a million, three hundred thousand rural boys and girls in 4-H club work this year is a real accomplishment. The clubs have grown steadily -- not too fast for sound growth -- through the years.

POTTER:

Speaking of size --

BRIGHAM:

Yes, Mr. Potter.

POTTER:

I'd like to make the point that more than a million rural homes today have one or more members in the 4-H Clubs.

KADDERLY:

May I ask a question, Mr. Brigham?

BRIDHAM:

Certainly, Mr. Kadderly.

(Over)

KADDERLY:

Miss Warren has said that growth in membership, these past few years, has been continuous. I'd like to ask what the enrollment was when the 4-H clubs first got under way.

WARREN:

Mr. Kadderly, we usually go back in our reckoning to 1914 -- the year of the Smith-Lever Act -- when cooperative extension work was established in all the States. The first year of this cooperative undertaking, 1914 -- we had an enrollment of one hundred and fifteen thousand boys and girls.

KADDERLY:

From a hundred and fifteen thousand in 1914 to a million three hundred thousand today!

TURNER:

There's another element in that record that should be acknowledged, Mr. Brigham.

BRIGHAM:

What's that?

TURNER:

The generous contributions of time, energy and thought by parents, local leaders and public-spirited members of our communities. During the years of the depression the county agricultural extension agents couldn't give as much time as usual to 4-H club work. They were occupied with the programs for the relief and betterment of agriculture -- but the local leaders, parents and other volunteer workers carried on.

REESE:

And how well they served!

The steady growth of the clubs during these recent busy years is certainly due in large part to the local leaders, don't you agree, Mr. Turner?

TURNER:

Yes, Miss Reese, I do indeed.

In the last eight years the number of local leaders increased about 40,000. That means that something like 40,000 more groups of young people can meet together undertake a piece of real homemaking or farming on their own; make exhibits at a 4-H or county fair; go on a tour together; hold a camp; have an achievement day. I should like to give a rousing cheer for the 135,000 public-spirited men and women who this year have given time and hard work; who have endured a lot of nervous wear and tear and made real sacrifices for these young people.

POTTER:

Ray, that's one of the finest tributes to the soundness of the club program. It means, that we have a program for rural young people that the parents and neighbors endorse both for themselves and for their children.

BRIGHAM:

All of us will join in that tribute to the local leaders. Now....

WARREN:

One more point, Mr. Brigham --

BRIGHAM:

Miss Warren...

WARREN:

I think we can be very much encouraged by the fact that 231,000 of this year's members are between the ages of 16 and 21 ---the largest organized group of rural young people of these ages, I believe, in America today.

BRIGHAM:

And boys and girls stay in club work longer these days. Three years in club work is getting quite common. Fifty-one thousand are finishing their sixth year. Why is this so? What do you say, Mr. Turner?

TURNER:

Because they are finding today's club work an avenue to educational opportunities.

BRIGHAM:

That's important. Let's have another reason, Miss Reese.

REESE:

Because club work offers the boys and girls an opportunity to make some money of their own.

POTTER:

Because club work gives them a part in what is going on in the community.

WARREN:

Another reason is that they are ambitious to reach a higher standard in homemaking and farming... on their own farms, in their own homes. They want to look better, farm better, live better.

BRIGHAM:

All these are good reasons... and they sum up to this: rural boys and girls stay in club work because it gives opportunity for growth through adventure into new fields.

I wonder if this isn't a good time to check on this year's enrollments in various projects.

WARREN:

In home making activities - the largest enrollment is in the foods work and clothing.

POTTER:

In the agricultural projects, horticulture, field crops and livestock have the largest enrollment.



BIRGHAM:

And of course, all these projects... all 4-H work ... is based upon the activities of the farm and the farm home, and the needs and interests of the young people.

Miss Reese, you have that want-to-say-something look in your eyes.

REESE:

I want to make the point that many projects don't have large enrollments, but are nevertheless exceedingly important--- projects that deal with the need of local communities --- projects that illustrate the emphasis being given these days to such things as conservation.

At least 21,000 young men and women in 4-H Club work are finding the forestry projects most interesting and timely. In twelve years New York club members have planted 12 million trees as their part in the reforestation program of the State. Club members in Nebraska planted 60 thousand trees and shrubbery last year, contributing to the need for windbreaks, wildlife restoration and farmstead beautification.

In Michigan, forest fire prevention, detection and control, claims the interest of club members. A fascinating and timely interest is the conservation of wild life, and we can report that in four of the Western States - Oregon, Washington Wyoming and Utah -- club members are cooperating with the State Game Commissions in the hatching of pheasant eggs. The eggs were furnished by the Commissions. The pheasants are sold to the State for 25 to 75 cents each, and last year in the State of Washington 4800 club members made money by selling pheasants.

BRIGHAM:

That's just fine, Miss Reese. These new and up to date activities emphasize vividly how much alive 4-H club members and 4-H club workers are to today's opportunities and needs.

You people have mentioned food projects; clothing; dairy; wildlife -- and so on.

Let's consider other types of 4-H activity--- music; dramatics --- things outside the project work.

TURNER:

I can report there has been a decidedly greater use of good music in 4-H club activities. The increased number of 4-H club bands, orchestras, choruses, quartettes, and the like, show that.

BRIGHAM:

These organizations add constructive enjoyment to local and county 4-H club meetings.

TURNER:

They also provide a means for additional musical training for the individual members.

BRIGHAM:

We can't overestimate the value of that kind of training.... whether it's in music, or dramatics.... or the many other social and recreational activities.

It's almost time to adjourn this session. We'll leave comment on trends in organization and programs until after the States give their local achievement programs.

However..... I think we should get fixed in our minds some of the things that you people regard as especially significant in 4-H club work this year. I'm going to call on you first, Miss Reese.

REESE:

I think it is important, especially at the present time, to emphasize that a good number of the 4-H club projects actually bring financial returns to club members. 4-H Club work offers a good number of farm boys and girls a chance for small financial returns.

I know a great many of these boys and girls have used that money in going to college.

And here's another angle to this matter of financial returns. By producing a high quality product... livestock or crops.... young men are convinced that better financial returns are possible and this has encouraged them to start a herd or establish a small business enterprise at home.

BRIGHAM:

Very good, Miss Reese.

Going on around the circle... you're next Ray Turner.

TURNER:

I'd like to mention the recognition given by the general public to former 4-H club members.

I don't know the exact figures but I know that literally hundreds of former 4-H boys are serving this year on community and county committees that are directing soil conservation and agricultural adjustment programs. Also, we know that former club members are now representing their communities on county governing bodies or in the halls of state legislatures.

BRIGHAM:

How about the numbers that are farming?

TURNER:

I wasn't going to overlook that. Of course, we don't have a check on all former 4-H club boys but a recent survey covering 13 States showed almost half of the men who were 4-H club boys back there between the years of 1914 and 1928 are now engaged in farming.

BRIGHAM:

Finally, we'll hear from Charlie Potter.

POTTER:

I want to mention the growing number of county 4-H club leaders' councils. These councils are now operating in about 40 States. They provide democratic machinery for leaders to share in the development of the 4-H club program in their counties. They study the needs of the young people in the county, determine the policies of the 4-H club program, administer county-wide 4-H club events and develop plans for training volunteer leaders. So, I would say, these county leaders councils should by all means go into the record of achievement.

BRIGHAM:

Certainly, all these activities are significant not only in 4-H club work but because of what they mean to farm life today and in the future. How do they strike you, Wallace?

KADDERLY:

Well, Mr. Brigham --- you and your colleagues have made the point quite clear that club work is geared to do things that the farm and the home deal with every day; that members learn to do by doing; that more members are learning to do by doing this year than ever before.

And we are ready now to fill in the picture with details of accomplishment-- State by State. That's the next step in this 4-H Achievement Day broadcast.

#### LOOKING FORWARD - Part II

KADDERLY:

Yes -- all together again -- ready for another round table discussion of 4-H club work from the National point of view.

While you were hearing your local achievement day program --- or the Marine Band, perhaps, the group of Federal 4-H leaders here in Washington have been listening for the past half hour to statements of progress by Maryland Club member. The Maryland program -- one of almost a hundred similar local programs on as many stations --- was presented on the Farm and Home Hour station here in Washington.

Now Mr. Brigham, Miss Reese, Miss Warren, Mr. Potter and Mr. Turner --- if you are ready, we'll get on with your reports on national trends in 4-H work. You have already brought out some of the accomplishments of this and preceding years. In other words, you have concentrated on the past. I hope the listeners didn't get the impression you and the others are interested only in the past.

BRIGHAM:

If they did I want to correct that impression right now. We are not like the (doodle) bird.

KADDERLY:

The doodle bird?

BRIGHAM:

Yes -- the doodle bird -- the bird that always flies backward because he's more interested in where he's been than in where he's going. Well -- we're going to look ahead now. In doing that let's focus on the new developments in organizing clubs -- and in new methods being followed.



WARREN:

As a starting point, Mr. Brigham, it seems to me that we could well go back to some of the things that Mr. Turner and Miss Reese and Mr. Potter mentioned as especially significant achievements this year.

BRIGHAM:

A good idea -- we'll act on it. It was brought out here a half hour or so ago that volunteer leaders are organizing county 4-H councils. It was you who made the point Mr. Potter that these county councils are found in 40 states --- was that it, 40?

POTTER:

That's right. And more of these councils are being organized all the time.. to share in the planning of the 4-H clubs in their counties.

BRIGHAM:

We have Democracy in 4-H work, too.

POTTER:

Yes, democracy in action -- 70 thousand 4-H clubs with a self-determined program. A million 300 thousand club members, 135,000 volunteer leaders and two million parents taking part in developing plans vital to the rural young people of the nation.

BRIGHAM:

And vital to the nation itself.

TURNER:

The planning by the county councils includes participation of the 4-H members in events outside their own States --- or counties. Each year sees an increase in the number of 4-H boys and girls who take part in the National Dairy Show, the International Livestock Exposition, the Pacific International, The Eastern States Exposition and similar events.

REESE:

These experiences broaden the horizon of our farm young people.

WARREN:

And when city people see what these farm young people are doing, their horizons are broadened also.

REESE:

That suggests another trend to me -- a steadily growing appreciation -- or maybe I should say realization -- of the values to be found in the training of club members.

BRIGHAM:

You refer to the values derived from taking part in such activities as judging, team demonstrations and the like from the standpoint of the individual club member?

REESE:

Yes --- the value of the experience, as well as the money value of the product has really been recognized from the very beginning of club work.

WARREN:

Yes and as the years go by the more apparent these values become --- and the more they are recognized by the public at large. Just this week I was impressed with the increasing extent to which former 4-H club members are now active in public affairs.

At the meeting of the American County Life Association at Lexington, Ky., representatives from 4-H groups from many sections of the country met with other groups to pool their experiences concerning what they were doing in serving their own communities, in making surveys to determine the needs and interests of other young people, in planning needs and interest and in joining with all other community forces in worth while, cooperative endeavors.

BRIGHAM:

Very true.

Now to get on with this review of trends. Mr. Potter, you have been checking up on systems of awards to club members. What about the new group award system

POTTER:

The so-called Danish system. Well it's being used more and more. Twenty States or more are now using this method in some form.

BRIGHAM:

What do the State leaders and the club members think of it?

POTTER:

From all the reports I get they think it's superior to the old system of numerical placings.

BRIGHAM:

Why?

POTTER:

Most of those who have adopted the group award method seem to agree it has several advantages:

Each club member is given a more definite idea of the relative merit of his exhibit.

It helps to establish standards in the mind of the exhibitor.

It reduces the number of hair splitting placements.

High placements can be omitted where quality is poor.

Every exhibitor has opportunity for recognition.

It eliminates highly competitive spirit of winning over the other fellow and encourages the attitude of maintaining or improving previous record.

REESE:

Mr. Potter, I'm sure that many of our listeners don't understand just how the group award system operates.

POTTER:

Well, Miss Reese in the group award system the animals or exhibits are grouped according to quality, or according to nearness to the standard set for the project exhibit.

REESE:

It does away with the 1, 2, 3, 4, ranking. I think we should bring out that point.

POTTER:

That's right. All exhibits are grouped into blue, red, white --- and all creditable exhibits receive recognition by some color of ribbon.

TURNER:

Last year we reported a trend toward helping the individual club member guard and improve his health. This year has seen even more attention to this through health examinations. The constant growth of the 4-H movement is due in no small measure to attention given to checking health and food habits.

WARREN:

Yes and to more aids for recreation -- more 4-H camps and community recreation activities. Young people are now finding joy in developing their own forms of recreation -- giving expression to their creative abilities at the two thousand or more 4-H camps held and at their own club meetings which are regarded as the most important phase of all 4-H club activities.

TURNER:

Another thing to emphasize is the extent to which 4-H club programs have been arranged to be of service to the lower income families.

WARREN:

Yes, all our surveys show that 4-H club work is reaching as many young people of the lower income groups as those in the higher levels.

BRIGHAM:

The growth of 4-H work outside continental United States should not be overlooked in this report.

POTTER:

Indeed not. I was talking with Mr. Chambers just the other day about club work in Puerto Rico.

BRIGHAM:

Mr. Chambers is in charge of Extension work in the Southern States.

POTTER:

He visited Puerto Rico just a few weeks ago. Found 2,000 4-H members enrolled there -- and doing excellent work. The climax of his trip came when a club boy said to him: "Some day I shall be a great leader on this Island."

BRIGHAM:

As Dr. Smith would say, "How far the little candle throws its beam."



REESE:

Yes -- even to the land of the midnight sun. I had a letter just recently from Miss McDonald of the Alaska Extension Service -- describing the first 4-H club round up in that far off territory -- 139 members and 35 leaders attended. And Hawaii now has about 2,000 club members.

KADDERLY:

Well, we could go on and on here -- reciting important trends in 4-H Club work -- important because of their meaning to the welfare of rural people, and of urban people, too.

Before we close we should by all means have a message from you Mr. Brigham, the assistant director of the Extension Service of the United States Department of Agriculture -- the agency that heads up 4-H Club work in the United States and its territories.

BRIGHAM:

Friends -- everywhere -- 1938 stands as a great year in the history of the 4-H club movement.

It hasn't been said, and I want to say it now -- that any rural boy or girl anywhere in the United States can join a 4-H club. The price of membership is the doing of some piece of real work on the farm or in the home under the direction of a club leader.

I said real work. Four-H Club work is, just that -- the actual doing of a real project. Learning to do by doing -- and doing it in a better way.

It's real training when a girl grows a garden, gathers and sells her fresh vegetables or fruit, cans the surplus, and learns how to prepare the product for the table and fit it into the family diet.

It's real training when a boy raises a litter of pigs to maturity, keeps them free from disease, feeds them for economical growth, keeps a record of costs, learns how to judge pigs, and makes an exhibit at the county, State or regional fair.

It's real training when you take part in a club meeting, and tell how you are coming along with your club work, the trials you have had, the difficulties overcome. You grow in personality and knowledge of polite behavior when you associate with others of the club group in song and play and social conversation and other activities.

It's real growth and education when you take part in club committee work, make a report, cooperate with others, take part in club camps, go on nature hikes and actually do the thousand and one things that go along with the real work of the 4-H clubs to add interest and adventure and culture to it. That is what 4-H Club work means -- real training.

We want again to express our sincerest thanks to the 8,500 extension agents, the 135,000 fine men and women and older club youth who have guided 4-H club work through the year and the million farm fathers and mothers who have helped make 4-H club work what it is today -- the most significant, most far-reaching rural movement in all America.